

INTERNET

Mr Porter travels to Japan for curated menswear edit

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Mr Porter x BEAMS promotions

By STAFF REPORTS

Online men's retailer Mr Porter is working to introduce its consumers to need-to-know Japanese brands through a content push.

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For the exclusive, Mr Porter worked with Japan-based fashion retailer BEAMS to curate a collection of six designers that fashion-forward men should know. With so much competition in the retailer sector, especially online, retailers often curate collections to set their offerings apart from peers and offer consumers exclusivity.

Fashion in land of the rising sun

To promote the capsule collection, Mr Porter focused on social media with a tie-in found on its blog, The Journal.

On Facebook, for instance, Mr Porter included a four-and-half-minute video introducing the designers found in the capsule. Each of the six designers were given time to express their brand's ethos and tell a bit about their designs.

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The Japanese Brands You Need To Know Six exclusive Japanese brands you need to know. Shop the collection at #MRPORTER.

Posted by **MR PORTER** on Tuesday, January 12, 2016

In another post, Mr Porter featured the BEAMS-curated collection in a new arrivals feature. This post led consumers to Mr Porter's ecommerce page for the collection, as well as a link to an article on The Journal.

Within the post, Mr Porter's deputy editor Adam Welch discusses the attraction of Tokyo and Japan's approach to men's fashion. In his introduction, Mr. Welch describes Tokyo as "one of the most exciting hotbeds of men's style on the planet."

The capsule collection highlights under-the-radar designers that are on track for greatness. These designers include Marvy Jamoke, Sasquatchfabrix, Tetora, Kics Document, orSlow and Moonstar's collaborative shoe line with BEAMS.

Each designer is described in a blurb and shown alongside a stylized image that matches the Japanese brand with other items sold by Mr Porter. For instance, Marvy Jamoke outerwear, collared shirt and pants were paired with a J.Crew tee.



Marvy Jamoke on Mr Porter

Lately, there have been a number of efforts underscoring Japanese design and menswear.

Italian menswear brand Ermenegildo Zegna, for example, has created a "directional and dedicated" capsule collection emphasizing its excellence in style, tailoring and craftsmanship made specifically for Japan.

The capsule, "Made in Japan," is a tie-in meant to celebrate the opening of Zegna's Ginza boutique in Tokyo that occurred in March 2015. Meant to bridge the cultures between the brand and Japan, Zegna and couture head of design Stefano Pilati explored the heritage of Japanese fabric development and the savoir faire of Italian menswear design ([see story](#)).

In an effort more aligned with Mr Porter, Chinese department store chain Lane Crawford embraced the new generation of talent coming from Japan in a curated edit.

Found at Lane Crawford's ifc mall store in Hong Kong and on the retailer's ecommerce site, the "Japon Noir" initiative featured six designers. The designers selected for the display were said to share a "mastery of fusing ancient and modern techniques" ([see story](#)).